

line \10, after "contents" insert --which  
are--;

line \12, change "means" to --unit--;  
line \15, change "means" to --unit--;  
line \16, change "means" to --unit--;  
line \17, change "means" to --unit--;  
line \18, change "means" to --unit--;  
line \21, change "means" (both occurrences)

to --unit--.

#### IN THE CLAIMS

Please amend claims 1-22 by rewriting same to read  
as follows.

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1. (Amended) An information displaying system for  
displaying information corresponding to a geographical  
location, comprising:

display commanding means pre-assigned with a  
unique [ID] identification code;

information displaying means for displaying  
information [corresponding to] in accordance with a  
command received from said display commanding means;

first data storing means for storing map  
drawing element data for drawing a map;

second data storing means for storing [a] said

geographical location corresponding to contents displayed [corresponding to the] in accordance with said command received from said display commanding means and for storing first attribute information [in such a manner] so that [the] said geographical location and [the] said first attribute information [are correlated] correlate with [the ID] said identification code; and

map drawing command means, linked from said display commanding means, for searching said first data storing means [so as] to draw [the] said map corresponding to [the] said geographic location [searched] obtained from said second data storing means corresponding to [the ID] said identification code, wherein [the] said map [corresponding to] ,in accordance with a command received from said map drawing commanding means, is displayed by said information displaying means.

--2. (Amended) The information displaying system as set forth in claim 1, further comprising:

third data storing means for storing advertisement data displayed by said information displaying means and for storing second attribute information [that represents] representing an attribute of [the] an advertisement; and

advertisement display commanding means, linked

from said display commanding means, for causing said information displaying means to display [the] said advertisement [with the] having said advertisement data [searched] obtained from said third data storing means [with a], said advertisement data being in correlation [of the] with said first attribute information [searched] obtained from said second data storing means corresponding to [the ID] said identification code and [the] said second attribute information, wherein [the] said advertisement [corresponding to the], in accordance with a command received from said advertisement display commanding means, and [the] said map [corresponding to the], in accordance with said command received from said map drawing commanding means, are displayed by said information displaying means.

--3. (Amended) The information displaying system as set forth in claim 1, wherein [the] said first attribute information is a business category corresponding to [the ID] said identification code.

--4. (Amended) The information displaying system as set forth in claim 2, wherein [the] said second attribute information is a business category of [the] said advertisement.

--5. (Amended) The information displaying system as set forth in claim 2, wherein [the] said second attribute information is location information of [the] said advertisement.

--6. (Amended) The information displaying system as set forth in claim 2, wherein [the] said second attribute information is time information of [the] said advertisement.

--7. The information displaying system as set forth in claim 2, wherein [the] said second attribute information stored in said third data storing means is composed of:

[the] contents of [the] said advertisement[, the];  
geographical location information of [the] said advertisement[, the];

a business category of [the] said advertisement[,];  
and

[the] an effective period of [the] said advertisement.

--8. (Amended) The information displaying system as set forth in claim 2, wherein said display commanding means [has] includes linking means for linking said map

drawing commanding means and said advertisement display commanding means.

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--9. (Amended) An information providing apparatus for providing information corresponding to a geographical location, comprising:

display commanding means;

information displaying means;

first data storing means for storing map drawing element data for drawing a map;

A2  
second data storing means for storing [a] said geographical location corresponding to a particular [ID] identification code and for storing first attribute information [in such a manner], so that [the] said geographical location and [the] said first attribute information [are correlated] correlate with [the ID] said identification code; and

map drawing commanding means for searching said first data storing means [so as] to draw [the] said map corresponding to [the] said geographical location [searched] obtained from said second data storing means corresponding to [the ID] said identification code, wherein, when said display commanding means assigned [the ID] with said identification code is linked to said map drawing commanding means, said map drawing commanding

means causes said information displaying means to draw and display [the] said map.

--10. (Amended) The information providing apparatus as set forth in claim 9, further comprising:

third data storing means for storing advertisement data displayed by said information displaying means and for storing second attribute information [that represents] representing an attribute of [the] an advertisement; and

advertisement display commanding means for causing said information displaying means to display [the] said advertisement [with the] having said advertisement data [searched] obtained from said third data storing means [with a], said advertisement data being in correlation [of the] with said first attribute information [searched] obtained from said second data storing means corresponding to [the ID] said identification code and [the] said second attribute information, wherein, when said advertisement display commanding means and said map drawing command means are linked from said display commanding means, said advertisement display commanding means causes said information displaying means to display [the] said advertisement and said map drawing commanding means causes said information displaying means to draw

and display ~~C~~ [the] said map.

--11. (Amended) The information providing apparatus as set forth in claim 9, wherein [the] said first attribute information is a business category corresponding to [the ID] said identification code.

sub  
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--12. (Amended) The information providing apparatus as set forth in claim 10, wherein [the] said second attribute information is a business category of [the] said advertisement.

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cont  
--13. (Amended) The information providing apparatus as set forth in claim 10, wherein [the] said second attribute information is location information of [the] said advertisement.

--14. (Amended) The information providing apparatus as set forth in claim 10, wherein [the] said second attribute information is time information of [the] said advertisement.

--15. (Amended) The information providing apparatus as set forth in claim 10, wherein [the] said second attribute information stored in said third data storing

means is composed of:

[the] contents of [the] said advertisement[, the];  
geographical location information of [the] said  
advertisement[, the];

a business category of [the] said advertisement[,];  
and

[the] an effective period of [the] said  
advertisement.

--16. (Amended) An information providing method for  
providing information corresponding to a geographical  
location, comprising the steps of:

[(a)] storing map drawing element data for drawing a  
map [to] in first data storing means;

[(b)] storing [a] said geographical location  
corresponding to a particular [ID] identification code  
and storing first attribute information [to] in second  
data storing means [in such a manner] so that [the] said  
geographical location and [the] said first attribute  
information [are correlated] correlate with [the ID] said  
identification code; and

[(c)] searching [the] said first data storing means  
[so as to draw the] for drawing a map corresponding to  
[the] said geographical location [searched] obtained from  
[the] said second data storing means corresponding to



[the ID] identification code, wherein, when display commanding means assigned [the ID] with said identification code is linked to map drawing commanding means, the step [(c)] of searching is performed for [information displaying means to draw] drawing and [display the] displaying of said map by information displaying means.

--17. (Amended) The information providing method as set forth in claim 16, further comprising the steps of:

[(d)] storing advertisement data displayed by [the] said information displaying means and storing second attribute information [that represents] representing an attribute of [the] an advertisement [to] in third data storing means; and

[(e)] causing the] displaying by said information displaying means [to display the] of said advertisement with [the] said advertisement data [searched] obtained from said third data storing means [with a] said advertisement data being in correlation [of the] with said first attribute information [searched] obtained from [the] said second data storing means corresponding to [the ID] said identification code and [the] said second attribute information, wherein, when [the] said display commanding means is linked to said map drawing commanding

means, the [step (e)] steps of displaying said advertisement and [ the step (e)] searching said first data storing means are performed [for the] so that said information displaying means [to display the] displays said advertisement and [draw] draws and [display the] displays said map.

--18. (Amended) the information providing method as set forth in claim 16, wherein [the] said first attribute information is a business category corresponding to [the ID] said identification code.

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--19. (Amended) The information providing method as set forth in claim 17, wherein [the] said second attribute information is a business category of [the] said advertisement.

--20. (Amended) The information providing method as set forth in claim 17, wherein [the] said second attribute information is location information of [the] said advertisement.

--21. (Amended) The information providing method as set forth in claim 17, wherein [the] said second attribute information is time information of [the] said